

# **AdSense Answers REVEALED!**



**An Interview  
with  
Joel Comm**

**Real questions from  
people like you!**

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# PART 1: SEO

## INDEXING

**QUESTION:** (From Scott - 4 other people also asked this question)

Where do you actually go to submit a website to the search engines, assuming the site has been fully optimized? I heard that you should NOT go to the submission page of the particular search engine or directory (Google and Yahoo respectively) to submit your site...that there was another way to do it so that it would be indexed much faster than doing a standard submission. How much of this is true and how much is hogwash, and what is the BEST way to submit your site to the relevant search engines?

**ANSWER:**

“When it comes the secret “mojo” of Google and Yahoo and the other search engines, nobody knows for sure exactly what impact it has when you submit via their site. But, I guarantee they’re getting absolutely overwhelmed with submissions on their end. I don’t know for sure that has any impact. My favorite way to get a site indexed is to have it blogged about on a site that is already getting traffic. I love blogs, I love the instant publishing ability that blogs have. I love the way the RSS feeds can be dispersed throughout the internet and throughout the social bookmarking sites [...] My blog already gets the spiders coming to it. If I will blog about a new site, it will get indexed much faster, than if I try to do it just by submitting it directly to the search engines themselves. So, getting a link on a site that is already getting traffic is probably the best way to get your site submitted and indexed by the search engines.”

Eric Holmlund asks, “Do you by any chance know if it will have a negative impact if you submit it directly to Google?”

Joel Comm says, “I don’t think so, I think they’re asking for it. They’re telling us if you have a new site, submit it here. Certainly, that’s going to be abused by some people, but there’s also going to be lots of people with quality content rich sites that are going to be using that service. And, I don’t think they’re going to throw the baby out with the bathwater. I think more of what we’re seeing is that Google has a human element to it that is probably looking at sites, especially those that might appear with many pages at once, to determine if they’re real content and worthy of indexing or not. But, I don’t think that there’s a penalty for using the search engine submission tool.”

Eric Holmlund says, “Ok, so that’s probably a myth, because I’ve heard that if you submit it directly to Google their going to put you in the sandbox for months. But, you’re saying that’s probably not the case, because they’d be throwing the baby out with the bathwater. But, a better alternative would be to get your website listed somewhere that’s already getting traffic, like a blog.”

Joel Comm responds, "Right, one of the great secrets which is really not a secret, of getting traffic to your site and optimizing your SEO is getting links from other quality sites, especially those that are related to what your site is about."

#### **QUESTION:**

I recently purchased an AdSense course on DVD from a guy who says that when you first submit a new site to the search engines, you should leave out your AdSense code until the site gets indexed first, otherwise if you included the AdSense code and then submitted it, the site could end up in Google's Sandbox which could cause an even longer wait before it was indexed, according to the author of this AdSense course tutorial. So, how true is this?

#### **ANSWER:**

"It's certainly possible, but I've never found it to be true in my experience. A friend of mine, Tim Carter says that Google likes things the way they are in the natural world. If it's natural to create a site that has content on it and put AdSense on it, I can't imagine that they would shirk it. Especially since there own site, blogger.com encourages millions of people to sign up for a free blog and instantly make money with their site by applying for AdSense, and putting ads on the blog. That's as instant as it could possibly be, and I would certainly think they're going to want to index their own blogs because they know they're going to be displaying their own ads. The sandbox is just as much of a mystery that everybody thinks it is. Nobody knows how long sites are going to end up there. But, when I put up a site, I put the AdSense code on it almost immediately. I say almost immediately because the first thing I do is get some content up there and there's no put in putting AdSense on it until you've got some traffic. But, I don't think it would damage getting your site indexed at all by having code on that site. Unless, it's a garbage site, and offers nothing."

Eric Holmlund asks, "Does having AdSense on your site affect its ability to get indexed. If you put AdSense on your website, is that going to cause it to get indexed faster?"

Joel responds, "I don't think anybody knows the answer to that question. I wish we did. But, I don't think we do. In my mind I imagine that since the search engines are all in competition that there might be some degree of favoring sites that have ads related to their own network, but we don't know that for sure. I assume that in the long run, that is going to be a factor that plays into getting indexed. For example, if there's two sites out there on the topic of air travel and one of them is showing Google ads and another one is showing Yahoo ads, what incentive does either of the search engines have to index those pages for the competitor. Again...I want to believe that Google is not evil, and we don't know that this is taking place as of yet, but I believe in the future it is going to play into our search results."

**QUESTION:** (From Jim)

I've heard that it's better to put up a website with a few pages, then let Google and others index it before putting up more pages. When page do go up, I've been told that you should put them up slowly as the search engines don't like a full blown site to just appear.

**ANSWER:**

“As long as what you're putting up is original content, that you're not going out their and scraping an article site and using all of their articles on your site, it's original content, I don't think the numbers really matter all that much. I think you do tend to get flagged if all of a sudden five thousand pages appear overnight, because I'm wondering how you're going to create five thousand pages overnight. So those sites, I think are going to have a human element where someone's going to look at those and go, ok, obviously we see that this site came out of nowhere and all of a sudden there's five thousand pages that are showing up. We're going to see if these are really legitimate pages, or garbage content. So, as long as you are doing the right thing, and by that I mean creating your own content rich sites, then I don't think that you should have any fear of how many pages you put up.”

## **BACK LINKS**

**QUESTION:** (From Hani)

QUESTION: Back links are the most important factor for the high ranking, yes / No?

**ANSWER:**

“I think back links are really key. The more quality sites, that are recognized as quality by Google. That means they're more likely to have a higher page rank and have their pages indexed by the search engines, the more credence that Google's going to give to the fact that someone's linking to you. It makes sense, it's social proof. If there's two lines at the restaurants at the mall and one of them is really long and the other one's short, you're probably thinking of the long line, this place has good food...good restaurant. It's the same thing online. The more people who are lining up to link to a site, especially if they have credibility, the more likely that the search engines are going to take you seriously as well.”

**QUESTION:** (from Scott)

How important now on a scale of 1 to 10 are back-links to my new site?

**ANSWER:**

“There are so many other factors that are involved. If we are going to go under the assumption that this is an original content site that is professionally designed that people are going to want to visit, then I would say that back links are probably a Nine.”

**QUESTION:** (3 people asked this question) I've read that the best way to get good search engine ranking for your AdSense and other sites is with back links. What are the best and quickest ways to get back links (one-way links) to our new AdSense sites?

**ANSWER:**

“There’s a few tricks that I really love. Those who are in my coaching club are aware of these already. One of them is to use article syndication. That is create original articles, and then go to a site like ezinearticles.com and make your article available for syndication, so that other sites that would find article relevant can post it. Because when they do, they also have to keep your bio box that has links to your site. This is a great way to syndicate them. Another way, and probably my most favorite way is by using press releases, especially through a service like PRWeb that’s free to submit press releases, but when you give a certain donation amount, you could actually include keyword hyperlinks within the content of your press release. That donation amount is \$200. In fact [earlier today] I’ve done a press release and paid \$220 or so to have the release dispersed throughout the internet, indexed by all the search engines, sent out on zillions of RSS feeds, and with each and every one of them are five links that go back to different pages within my sites. This is a great way to multiply your effectiveness for a very low dollar investment.”

**QUESTION:**

Concerning links. I hear conflicting theories about outbound and inbound links. Should we only have links to and from websites relevant to our content and with good PR, OR are links from any website and any subject ok?

**ANSWER:**

“I don’t like to agonize over all of the theories that are out there. I do what’s natural. For example, on my blog if I think that a site is worthy of being linked to I’m going to link to it, whether it’s new and has no page rank, or whether it’s old and it’s a superstar with PR8 or so. It doesn’t matter to me. I’m going to create the best content that I can create, and leave the rest in the hands of the Google gods so to speak. Trying to nitpick over all these little methodologies; I think that the search engine strategies change so often, because the search engines are constantly evolving as long as what you’re doing is good stuff. I’m going to beat that drum until that drum is worn out and we’re going to have to put a new skin on it. As long as you’re creating content rich sites, sites that have content that people will actually want to read that is some sort of solution to some sort of problem, some sort of information, some sort of entertainment, then I don’t think you have to worry about all of these little things. That’s just my take on it. I don’t agonize over it, I just do what comes naturally. And, I think others would be best suited to do so as well. Trying to figure out the strategy of the day and how to game the search engines for that day, I think you could end up expending a lot of time, a lot of effort and money, and your time is money. And, by the time you get

it figured out, you find out the game is changed. It's like the tag and ping, the whole social bookmarking craze and people finding a way to game that, and before you know it, you've got thousands of people trying to do the same thing and it's no longer effective anyhow. So, just do what's natural, that's my recommendation. Be free to create your content and make it the best site that you can. Carve out your place in that niche. It's the Field of Dreams thing, "If you build it, they will come." They might come slowly. They might come quickly. But, if you keep building it, you're going to build something worthwhile, and I believe you'll be rewarded for it."

## **KEYWORDS & CONTENT**

### **QUESTION:**

When you eventually find all the keywords that apply to [your topic] and are the ones you can't live without by whatever tool or method one might choose to find such keywords, what do you do with them after you have your list? In other words, say I have 250 superb keywords that I researched and thought would be highly useful to direct the targeted traffic I need to go to my website. Does that mean that because I have 250 keywords that now I must create 250 web pages of content, with each page optimized for each keyword or kw phrase? How does one include all these keywords in a website and not have to create so much content, yet still be able to utilize all the keywords?

### **ANSWER:**

"I'm going to make it real easy Eric, because you can do your keyword research and I think keyword research is important to find out what it is that people are looking for, and especially to find those content vacuums, those topics that are not as broad. For example, if you type in computer gaming, you're going to find thousands of sites. But, say you put in computer gaming for left-handers or something goofy like that, or a real particular niche of computer gaming, you might find that there are people who are typing in phrases looking for that particular niche, but that there aren't sites dedicated to that. When you find a niche like that, that's a red flag and an opportunity that you can fill that particular niche. But, as far as building pages around individual keywords, I'm going to go back to what I just said about doing what's natural. And, if you're writing about computer gaming and you happen to be a left-hander, then maybe in the natural course of discussing it you're going to talk about the joystick and how you don't like the fact that the joystick is on the left side of the controller versus the right, because you're a lefty. It's going to come out naturally, and the key words are going to be in your words. It's going to be very organic, and I don't think you have to worry so much about try to fill your pages with these individual keywords. As long as you have your pages optimized properly; for example, if your doing a blog, you want to make sure that the title of your entry, including whatever the main keyword is, is in that title tag that shows up in the blue bar in your browser. You want to make sure that your meta tags are filled out the same. You want to make sure that the title of the article on the page is in a large header font,

signifying to the search engines that this is more important, pay attention to this phrase. You want to make sure that in the context of your article, you actually talk about what you say you are going to talk about. I think it's that simply. I see this demonstrated again and again actually as I'll blog about something, and then I'll do a search a few days later of that exact phrase that I used for my title, and I'll see that my blog will show up somewhere on that front page, very often."

Eric Holmlund says, "So again, you just take a real natural approach to that particular technique."

Joel responds, "I can see people perhaps feeling free right now, going I don't have to worry about this, that, and the other. I think there's a lot of teachers out there that like to complicate things a little more than they need to be when it's all very simple."

**QUESTION:**

In order to get good ranking, is there a minimum of content per page we should have on our websites. 200 words? 300 words? Does it matter?

**ANSWER:**

"When I have articles created for some of my other sites...I right my own stuff for my blog...but for some other content based sites, I'll outsource my content. I'll usually say 400-500 words per article. I think that's a good length to fill the page, to give the reader something worthwhile to visit the site for, and to be able to place your AdSense blocks at the top and bottom of the article, without having a page that's just filled with ads. As far ranking goes, I think that that's probably a good number as well, if you don't have much content on your page, I think the search engines probably don't feel like there's a reason to index them. I don't know that for sure either, again, that's just common sense to me."

**QUESTION:**

How important is making sure you have the right title, meta keywords, meta description and other tags? What are the real important tags to have on your website in order to get good ranking?

**ANSWER:**

"That's a good question, and we kind of just addressed it. The title tag is critical; critical...critical...critical, especially for Google. Make sure the title tag is the entry of whatever your blog is, or the name of the article, or very specific as to what the content of the page is. We don't know what kind of weighting the search engines are giving to the meta tags now, but there's no reason to not use them. So, I don't know how important those are, but use them just the same, just in case. It's like that fire insurance policy, it doesn't hurt to have it there. And on your actual page itself I think it's really important to have the title of the page, your article, your blog entry, in a header tag, either in H2 or in H3 size tag, or

large font size. I think that as long as you do that you're doing all that you can without trying to game the search engines."

Eric says, "One thing that I've heard is that you don't want every keyword and description tag be identical."

Joel says, "It's that way on most of my sites, and I don't mess with it. So, I don't have a problem. Now could I do better perhaps, if I experimented with this and changed it up? Perhaps. But, I just don't feel that toying with it is going to bring a significant change, when what I could be doing is actually coming up more content that people are going to enjoy. Look at it like you've got a big plot of land. You've got several acres. You could build one house on it and keep fine tuning that house, and upgrade the flooring, and the brick, and the roof, and your appliances. Or, you could lay out a whole bunch of homes there, and get more people moving in and get the rent going. So, I look at content that way. We've got acres of land before us and opportunity now to build and invite people to come and visit our sites. So, I want to create as much content as I can."

**QUESTION:** (From Dwain)

Do you have a rule of thumb for how to draw traffic for low competition keywords and then optimize the articles for the higher paying keywords? Should I edit the articles and include more high paying keywords?

**ANSWER:**

"This is really an arbitrage question in a way. Because, if you're drawing traffic for basically cheap keywords is what he's saying, so maybe you can get AdWords for a nickel a click, and then optimize the articles so that you're getting the higher paying keywords on the site. I think that there's certain niches that you can do that in, but it's a risky game because your paying for those clicks, and you've got to get a certain number of clicks in order to pay for them, and make sure you monetize them. And, I don't really do a lot of AdWords myself, and the arbitrage game is a little tricky, so make sure you're bankrolled if you're going to head into that."

**QUESTION:** (From Lloyd)

How do you know if the keyword is going to be profitable before you spend time and money on the niche.

**ANSWER:**

"My favorite tool that is on the market is available at AdSensesmarter.com. It's called the AdSense Accelerator. And, I think that as of this call, they are not accepting new members right now, but they do from time to time. So, there's a waiting list if you want to get on that, and this allows you to type in keywords and see the actual bids. I don't know how they do it, but I know that they do it, and they're showing the actual bids for the previous 24 hours, I believe, on any term on Google. So you could see that if number one might be a high paying

keyword, but then you might find out that two through ten are a lot lower. That top paying keyword could be inflated for a number of reasons. So, I prefer this tool, as opposed to buying top paying keyword lists, because often those top paying keywords are just inflated for having the number one spot and the bids drop significantly below that.”

## **SOFTWARE**

**QUESTION:** (from Stewart)

Do you have an opinion on SEO Blog Builder and Traffic Equalizer?

**ANSWER:**

“Sure, I’ll answer that. Yes. I wasn’t afraid of that question. I don’t know SEO Blog Builder Eric. Traffic Equalizer, I know Jeff Alderson has done a great job with the code for this program. I know he did really well in selling it, and I know in the beginning, people made some really good money building these throwaway sites. I’m not a fan of the throwaway sites. I do test the software for myself to see what works and what doesn’t so that I can report back to my customers that are interested in using this. I don’t recommend it, I think the time spent trying to build garbage sites is time that could be spend building content rich sites. You might make some money building a throwaway site on the front end, but in the long term, it’s no play at all. You will get deindexed. It will fall off the search engines. And, you have to keep registering domains, you have to keep building the sites, you have to hope that maybe they’ll get indexed, and then you’re wondering, ok well I’m making money today, but will I tomorrow. And, there will be a day when you wake up and go, oh I’m not making money anymore. I don’t have to worry about that, in fact there was just a major update with Google, just this last week. And, I’m hearing from lots of people that their sites have fallen off the radar. Not only was I not affected, but my traffic has actually gone up, because I’m providing content rich sites.”

## **URL SYNTAX**

**QUESTION:** (From Nezam)

Is there any significant different in terms of SEO between using "\_" underscore and "-" hyphen when creating web pages?

**ANSWER:**

“Not that I’ve ever found. There’s no detectable difference for me.”

**QUESTION:**

Are hyphenated domain names/file names being penalized by Google? I've heard sooo many say that Google \*assumes\* that hyphenated domain names are being used for SE manipulation, etc. (Well, duh, it doesn't take hyphens to

do that!) But what about readability? As a SE user, I'll click on an easily-readable, hyphenated domain name over an unreadable, run-together domain name any day!

**ANSWER:**

"I can't speak for Google, but I know that I also enjoy seeing sites with hyphens. Because when I read the English language there's a space between words. And, most domain names where everything runs together dot com, sometimes it is hard to read domain names. My site AdSense-Secrets.com has been online for a little over a year and a half now. I registered that to promote my ebook, because adsensecrets.com was taken, but it described the content of my ebook, so I registered that. The site's a page rank six. Today, it gets thousands of visits a day, and is indexed like nuts. So, you tell me, does it make a difference?"

**OVER-OPTIMIZATION**

**QUESTION:** (from Johanna)

Could you please re-emphasize the high spots of overoptimization? How critical is this factor to be watchful for right now vs. down the road? Do we have any wiggle room? If we did only 2 things to guard against overoptimization, what should those be?

**ANSWER:**

"If you do what's natural, it's not going to be an issue. And, something that people need to realize is AdSense is not a get rich quick scheme. It is a legitimate way to partner, to really joint venture with one of the largest companies on the internet. They did 6 billion dollars in ad revenue in 2005, and I'm sure it's going to be off the charts for their totals in 2006. This is an opportunity to partner with this company that is driving more ad revenue than anybody else. Don't look at it as ok, I've got to take as much of the money off the table tomorrow as I can. This is more like an annuity, this is a long-term play. Building a website is like investing in a mutual fund. That's my take."

# PART 2: TRAFFIC

## GETTING TRAFFIC

**QUESTION:** (From Sherril - 6 other people also asked this question)

As a newbie to internet marketing with limited resources at startup - what is the best way to generate relevant "ad clicking" traffic to your new AdSense website.

To paraphrase all the other people who asked this question: "how do you get traffic?"

### **ANSWER:**

"You can get it for free, you can pay for it, and you can barter it. Those three ways. I told you about a couple ways. One way to get it for free is to syndicate articles, so that other people are putting your articles on their site with your links, hopefully bringing some traffic your way. Another way is to blog, and do it daily, because every time you blog, it sends a ping to the search engines and the blog directories to let them know that there is new content on your site. The more content you create, the more likely you are to get traffic to it. Look at it as you can build a few pages on your site, and it's a house with a front door, a back door, and a few windows. Or, you can build this huge skyscraper of a building with windows all the way up and down it, giving people more opportunities to come in through that particular entry point. So, the more points of entry you have, the more likely people are going to visit. Getting links from other sites, whether you're doing reciprocal linking, or whether you are putting out news releases and giving people something newsworthy to link to your site regarding. These are ways to do it, and of course, there are inexpensive pay-per-click search engines out there. You don't have to pay a dollar per click to get people to visit. Depending upon your niche and your keyword research, you can get as low as a nickel a click to get visits to your site. If you are doing anything like list building or squeeze pages to monetize that traffic as it's coming in, then you can make it worth infinitely more than the nickel you paid to get that click. But, traffic is definitely the biggest obstacle that people face, especially once they understand how to create content, and how to optimize the AdSense on their pages. If nobody's coming to your site, it doesn't matter how good your content is and how beautiful the AdSense is. This is where you're into the long haul for creating content, and you just keep doing the right things. You just keep working the program. Over time, you should see a steady increase."

**QUESTION:** (From Doug)

Using the Instant AdSense Templates makes getting a website online a no-brainer. However, my question is probably the ultimate question any website owner could have...aside from SEO...back linking and article submissions (which is getting harder and harder to do)...what is the path of least resistance for a

newbie to flood a site with traffic? Let's say you have no opt-in list, and little money. What then?

**ANSWER:**

“You can buy it, you can get it for free, you can barter it. And, if you don't have an opt-in list, I'm going to say, “Why not?” Get one! You can go with a company like AWeber.com. That's who I use. I think their lowest package is maybe \$19.95 a month. You should be building a list and giving people something for free for signing up for you list, even if it's a special report, a PDF, an MP3 that they can download and listen to instantly. Give them a reason to get on your list and be grabbing as many of those names, first name and primary email address, as possible.”

## **ARBITRAGE**

**QUESTION:**

Do you recommend AdSense arbitrage as the way to go to generate traffic and revenue to these sites?

**ANSWER:**

“Only if you have a big bank roll and are willing to take risks.”

Eric Holmlund asks, “Some people may be wondering what arbitrage is.”

Joel says, “Basically it's buying keywords on AdWords or Overture, where you're only paying, say a nickel a click, sending them to sites that have content that generate high paying ads, so that when somebody clicks on those, you get significantly more. It's a dangerous game. You have to get a lot of clicks in, depending on the optimization of your page to get those clicks going out. If you don't have the formula down, you could end up in the hole on that. It's something that you could play with, if you've done your homework and research on it.”

## **REPEAT VISITORS**

**QUESTION:**

AdSense depends on driving traffic to your site just to get the visitor to click a link and go to another site... so, how do you build retention into a site to keep visitors coming back ?

**ANSWER:**

“Make it a good site. Give them a reason to come back. If they get to your site and they go, well this is a snoozer. I'll click an ad, or I'll just go somewhere else and leave, then they're never going to come back. Look at all the sites that you go to. Figure out what your favorite sites are. Make a list of them and write down why you visit those sites. Why do you go to them daily, or weekly, or some sort of regular basis. Then, just apply that to your own. Here's my area of

expertise. What would keep people interested in coming back again and again. Now, something we just talked about is one of the keys. That is list building. Once you have gotten their name and email address, you can email them when you have gotten new content. What I like to do, is I'll send out a newsletter that contains maybe one or two paragraphs from a new article I've placed on my site, and a "click here" to read the rest. Now that I've got them if they're interested, they've got to click on that link and come back to my site to read the rest of it. You can rinse and repeat on that as long as your list building again and again and again."

# **PART 3: WEBSITES**

## **SITE TYPES**

**QUESTION:** (From Jamie)

How do you decide between using a blog or a website?

**ANSWER:**

“That’s a good question Jamie. A blog is a website. Really, a blog is just a format for delivering your content. A weblog allows you to have a web based interface that you can type in the title of your article and the content of it, and hit publish, and it immediately gets put on your website. I’m a fan of doing it this way for several reasons. I don’t like to mess with html. I don’t like to deal with FTPing, transferring files to a website. It’s much easier to just go to a web based interface and enter my content, and have it published instantly. But, make no mistake, a blog is a website.”

**QUESTION:**

Do certain types of sites tend to bring in more AdSense revenue than others given the same amount of traffic (for example: Directory sites vs. forums vs. wordpress blogs vs blogger blogs, etc.?)

**ANSWER:**

“I’m not a fan of blogger blogs for anything other than getting your feet wet with blogging. It’s a great place to get started. It’s a great place to get a feel for how to blog. And, once you’ve signed up for your blogger blog, you can apply for AdSense through their interface since Google owns blogger as well. But, once you’ve got the feel for how to create a blog, I recommend moving to either Wordpress or movable type format that is hosted on your own server with your own installation where you have complete control over the pages and the AdSense optimization on that site. As far as which sites bring in more AdSense revenue, there are several factors, and some of them are hidden in Google’s secret sauce that they are not telling us. For example, I have a question for them. Do some sites make a larger percentage off AdSense on the same advertisement, based on traffic or based on page rank? We don’t know that. We don’t even know for sure what percentage Google is paying us for each AdSense click. It’s a big mystery to us. Certain types of sites bring in more if they’re better than other sites, if they’ve got higher page rank than other sites, if they’ve got more traffic than other sites. But, as far as a difference between directories, and forums, and blogger things, I don’t really see a difference, because I actually run all three.

Eric Holmlund says, “So maybe it’s good to diversify your business, have some of each.”

Joel says, “Yeah, but stay focused too. That can intimidate people in thinking, ok, I’ve got to go do this and go do this. Do what comes natural. If you’ve got content that you want to publish on a regular basis, then publish that content. If you want to create a directory and you feel that there is a niche that is not being tapped, for whatever your particular topic is, then create the directory. If your topic is attractive to many people who would want to discuss this, and maybe don’t have a place to discuss it then forums could be the way to go. But, don’t place yourself in the strategy of, I’ve got to do this and then I’ve got to do this and then I’ve got to do this. This is how burnout happens. People feel that there’s too many things that they have to do, and you really have to focus in and take it one bite at a time.”

**QUESTION:** (from Earl)

I have a commerce site where I sell collectibles. If people click on AdSense ads, it takes them off my site, and I lose a customer. Or am I missing something, is there value to using AdSense on commerce sites, or should I just have them on my information pages?

**ANSWER:**

“I think it’s important to test this, and it’s going to be different for every e-commerce merchant, because in some cases, your AdSense clicks are going to be less than what you would make if you got the customer. In other cases, I’ve heard where people are generating substantially more revenue in AdSense, then they were in retailing their product. You’re going to have to test it on your site. I think a great example of this done right is on Brad Fallon’s wedding favors site, myweddingfavors.com. Where they sell wedding favors throughout the site, but they also have content on that site; articles, the information pages. At the very least, I would do that. But, I would have Earl and other merchants test this. Put it for a week, put AdSense on the pages with your product and watch your AdSense earnings, and look at your sales, and then take it off and compare, and see which does better for you.”

**QUESTION:**

Is it better to try and have many small sites that make a few dollars a day or two or three big ones that make many dollars a day? Same bottom line, but what is the best way to get there?

**ANSWER:**

“It seems to me, that it’s going to take more time to create and maintain many sites, then it would to create and maintain a few sites. Some of the people that I know who are the biggest successes with AdSense have only one site, and that is their focus, that one site. I have many sites because I can’t stand still. It’s not to make more with AdSense, it’s because I continually come up new ideas, and I have to get it out of my system and create. So, if that’s your personality type, then by all means, go ahead and do that. If I just had one site to focus on, I’d probably go crazy. It’s like any business. It depends on your personal style and

your personal preference. Don't try to fit what somebody else says you need to do, into your personality. Take your personality and your hopes, your desires, your dreams, and make it fit into the style that works best for you."

## **OUTSOURCING**

**QUESTION:** (From David)

Using the tools obtained in IAT, what is the best way to find a trustworthy webmaster who would be interested in building my sites? Ideally, I would like to find someone locally...

**ANSWER:**

"Locally, there's colleges, community colleges, and universities in just about every populated city and town in America, and I'm sure internationally as well. That's a great place. Young people are just incredibly brilliant with web design, and html, and programming graphics. You could probably find an intern or somebody very inexpensive to do the work for you locally. Personally, I haven't done a lot of that. I've had more success going on sites such as elance.com and rentacoder, and finding people internationally to do the work on my sites. I'm a huge fan of elance.com. You could find somebody to do just about anything that you need, from graphics, and web design, and programming... you could even find an architect to draw plans or your house on a place like elance. Sales, marketing, support, it's all there."

## **TOOLS & TIPS**

**QUESTION:**

I want to build community based sites with a lot of interactivity... using forums, blogs, and other community features to build a site encouraging high usage buy visitors. Are there any available tools for building community based sites that you are aware of or use?

**ANSWER:**

"I love forums. I think forums are a great way to generate AdSense revenue, because this is content that the members create for you, which doesn't get any more beautiful than that as far as I'm concerned, because they're coming to the site and posting. I like vBulletin for my forum software. I think it's \$60 a year for a lease license or \$200 for an owned license that you never have to pay for again. I've got several installs of this. You can see it in action on my AdSense forums at [www.adsensechat.com](http://www.adsensechat.com). There are some other tools out there, and I have not used any of the all-in-one community based sites. But, if you just do a search on Google for community software, they you are going to find several that you can choose from."

Once you've built the site... any tips on how to build a vibrant and vital community for your niche?

“One of the things I like to do is start with a contest. Whatever it is that you’re going to give away, make sure that people are going to be interested in it and have people post. They have to register and maybe they have to do a certain number of posts within a certain time frame in order to qualify to win the contest. My friend Lee Dodge did an incredibly successful launch with one of his forums at earnersforum.com. I remember I told my members about his contest and in just a week or so, there were several hundred, I think 450 people registered for his site. If you can do a partnership or joint venture with someone who has a list to help launch your site as well, and give them an incentive to do so, that’s a great way to get things moving.”

## **CONTENT**

**QUESTION:** (From Sam)

How often do you advise that we add new content to these sites, and how much content should be added at a time?

**ANSWER:**

“I would add content on a regular basis. Do it as often as it is natural.”

**QUESTION:** (From William)

I have a question about good content/articles; this is where I’m completely lost. How do I find, and place good relevant content into my Instant AdSense Templates? Is there a software that’s out there somewhere to do this job like a copy and paste program for the beginner/newbie?

**ANSWER:**

“Something that we stressed from the very beginning with Instant AdSense Templates, is that they are templates. This is a starting point for your AdSense, and even the content that we included was there as a placeholder, not for people to be using that same content again and again. The answer to getting good, relevant content is for you to create it. This is really a content creation question. You can write it, you can have people volunteer it, you can outsource it, pay for it, and have it done. There’s lots of ways to acquire content, and to do it inexpensively. In fact, on elance, I’ve found writers internationally that are doing 400 to 500 word articles for around \$5.00 an article, which is just an absolute steal. But, if you’re looking for other people’s content to put in your templates, you’re going about it the wrong way. You need to be creating your own content. If everybody’s out there using everybody else’s content, what reason does anybody have to come visit your site as opposed to the other sites that are using the same content? There’s no draw.”

# **PART 4: GENERAL ADSENSE**

## **ADS BY GOOGLE**

**QUESTION:** (From Jamie)

I've seen "Ads by Goooooooooogle" is that the same as "Ads by Google"?

**ANSWER:**

"Yes, it's the same thing. It's just Google's way of getting attention to their ads."

## **COMPLIANCE**

**QUESTION:** (From Bryan)

There are some pages on my site with just a little content on it, leading to a page with lots of content. A description of a magic trick, then the secret. I have AdSense on both pages (and I have hundreds of pages). Is this okay to do...?

**ANSWER:**

"Sure, this is fine. If you go to my blog at joelcomm.com, you'll see that the main index page has the first paragraph or two of all my recent entries, and then you'll click to read the rest of it when you go to the next page. You'll see that same first paragraph or two, followed by the remainder of the entry. I think that Google understands that that's how blogs work, and that's not an issue."

## **ACCOUNT DISABLED/CLOSED**

**QUESTION:** (from Daniel)

What can you do if your Google AdSense account gets unapproved, disabled or closed my Google?

**ANSWER:**

"The first thing you have to do, is determine if you were in the wrong, because a lot of people get caught with their hands in the cookie jar. They're not supposed to click their own ads. They're not supposed to incentivize others to click on ads. A lot of times, unfortunately that's the case. If you didn't do anything wrong, look at your log files to see if perhaps an IP is showing many visits to your site. Try to determine where that is. It could be that someone is deliberately clicking your ads to try to get your account closed. I can't imagine why somebody would do that, but there's some people out there that would. The first thing I would do, would be to write Google, very kindly and politely, and to try to find out why. You'll probably get a standard email back from them, at which point you can reply again, perhaps with information about your logs, about your own usage of the site, that you haven't done anything wrong. Be very contrite and continue to follow up with them, even when there is no reply. I have heard of some people

getting their accounts reinstated, taking this approach. Other than that, very, very difficult to get your account reopened again.”

I tried creating another account but it just disables it when I apply saying that "they want to protect their advertisers". I didn't actually do anything wrong! I've tried contacting them but you have to appeal and they don't even tell you what that means. I don't want to have to apply again, only to find the same things happen, with another disabled or closed account. Do they track your IP and other information? What can I do about it?

**QUESTION:** (From David)

I like many other people have suddenly found myself banned from AdSense from no fault of my own having received the standard "Invalid Clicks" notification. I am in the process of appealing but don't hold out much hope.

For those of us who have purchased your product and now find themselves unable to profit from it, is there an alternative to using AdSense on the sites and how easy or difficult would it be to change from AdSense to an alternative. Hope you can answer this annoying and frustrating issue for me.

**ANSWER:**

“There are alternatives, and the good news is that there's more and more alternatives, it seems like on a monthly basis. Right now, Yahoo is in beta with the Yahoo Publisher Network, publisher.yahoo.com to apply to that beta. Kontera at Kontera.com actually did an ebook at konterasecrets.com, all about making money with Kontera's contextual ad revenue service. There's Chitika, which is another silly name, not coming by my highest recommendation, but they are an alternative. We know that Amazon has now launched a service called Omakase, which is a silly name. If you're an Amazon associate, you can log in to your associate account and in the beta area, you'll find their contextual product service that allows you to place AdSense style ads on your site with with your Amazon associate link. They will attempt to deliver books, music, CDs, DVDs, whatever they believe is relevant to your site. If somebody clicks through and buys one of those, then you'll get your typical Amazon associates commission. And, I believe that eBay is also in the process of coming up with their own contextual advertising service. There's other small players out there. There are alternatives.”

## **SMART PRICING**

**QUESTION:** (From Prasad)

How can we overcome AdSense smart pricing? My website gets lots of hits but very low PPC. What should I do?

**ANSWER:**

“There’s a lot of topics that I have really become acquainted with. Smart pricing Eric, is not one of them. It’s not my strong suit. For more information on smart pricing, I would recommend somebody contact either Perry Marshall or Mark Widawer. These guys are really in tune with this particular topic.”

**COLORS**

**QUESTION:** (From Winn)

Should all AdSense Ad colors be #0000FF (blue) or can/should they blend with the site's link color scheme?

**ANSWER:**

“That’s a great question. There’s a lot of different color sites out there, but there’s a reason that newspaper has traditionally printed black ink on a white paper, because it’s simply the most readable. And there’s a reason that links are frequently blue, because after years and years, over a decade we have been trained that links are blue. Links mean click me. There’s more information waiting on the other side of these words. So, I’m a huge fan of blue. But if your site is not black text on a white background, and the blue is just going to really have an awful conflict with the rest of the links on your site, then you might want to look at doing something else. Again, there’s so many different color combinations, I couldn’t answer this for sure without seeing your site. But, most times I tell people to try to go with the blue link.”

**TRACKING**

**QUESTION:** (from Rusty)

Is there a way to track which websites generate Google AdSense Income? If I eventually have 50+ sites I would like to know which ones are generating AdSense clicks.

**ANSWER:**

“Absolutely. There are several ways to track. One of them is built into the AdSense administrative panel. It’s called channels. You could simply set up a channel for any number of websites, and even individual blocks. You might track a rectangle at the top of your page and a rectangle at the bottom of your page as two different channels, and be able to see how many times those ads were clicked and how much you made from those ads. There’s some great tutorials within the AdSense tool of how to use channels, and I recommend that you take a look at that and get started with it. The other thing that you can do to go even deeper, is use a program like AdSense Tracker, or my preference, AdSense Detective, which is a web based tool, where you paste a piece of javascript on your pages with AdSense on as many sites as you want. It shows you which of your pages have ads that are getting clicked. It also shows you with a 90% accuracy the actual ads that are getting clicked. This is really cool, because

once you know it's working, then you know you can create more content that is similar."

## **PART 5: OTHER INCOME STREAMS**

### **AFFILIATE MARKETING**

**QUESTION:** (from Andy)

As I hear more about people earning money through affiliate products I want to get into it but have no idea how. What is a good strategy?

**ANSWER:**

"A good place to get started with affiliate programs is to go to ClickBank, [clickbank.com](http://clickbank.com). It's the world's largest marketplace of information products that you can promote, whether they're ebooks or software. You can do a search for products. In fact, if you go to ClickBank, I believe there's a link that says promote products or earn money. Find one that's in your particular niche, and find banners to put on your site. And, even better, if your building a mailing list, then write an email where you could recommend this particular product. Often you can make upwards of 50% commissions on some fairly significantly priced products. That's a good place to start."

### **OPT-IN LEAD GENERATION**

**QUESTION:** (From David)

Any tips on how to add extra income stream from my AdSense sites by selling opt-in database to list brokers?

**ANSWER:**

"No, usually when I collect names on my site I've got a disclaimer that says, "Your name will not be sold, for any reason, to anybody. It will only be used by me." I'm a big fan of that, so I haven't really pursued selling my name. And, obviously, I don't even want to consider doing that. I do not have any good leads for you there."

# **PART 6: NEWBIES**

## **GETTING STARTED**

**QUESTION:** (Many people asked questions about how to get started with a step by step approach for newbies. Here is a summary of some of their questions...)

- I select a template, get a domain name, put up the site, set up a blog, what's the most important thing to do next?

**ANSWER:**

“Create content. You need to continually create content, and then apply some of these strategies to your site that we’ve been discussing in this call.”

**QUESTION:**

- I don't know what to do to get started. Could you please walk us through a step by step system to get started using AdSense?

**ANSWER:**

“Get the book, it's in there.” It's [www.theadsensecode.com](http://www.theadsensecode.com). I think it's \$15.72 on Amazon.”

**QUESTION:**

- I'm so new at this and so nervous....what are the step by step suggestions for beginners...ie: what software, blog, RSS, host, etc.

**ANSWER:**

“You're going to turn this into a commercial for the book Eric. It's in there. The basics are in there. Whether you get the book on Amazon or whether you go to adsense-secrets.com and download the ebook. 199 pages, and it's just packed with all answers that all of these people are answering. I don't have a problem with answering them, it would just take a long time to go through all this, and I think we're already at an hour.”

**QUESTION:**

- Could you cover the step by step process to follow in order to take best advantage of the AdSense Template Package, even if you have never been involved with an AdSense venture.

**ANSWER:**

“Watch the videos. They came with Instant AdSense Templates. That's why they were put together for you.”

**QUESTION:** (from Ken)

I am new to internet marketing. How important is it to use AdSense in helping to "Monetize" your website? As a beginner what is the best way to learn the "ropes"? How long does it take to learn to utilize AdSense effectively?

**ANSWER:**

"I'll start at the end. I don't think it takes long at all once you understand the strategies. It took me a long time, because I had to make all the mistakes first. But, you get the benefit of learning from all of my mistakes, and learning how to do it right from the get go from my material. But, as far as, how important is it to use AdSense to monetize; it's just another means of monetizing your website. There's also traditional advertising, there's affiliate programs, there's selling links, there's selling product. There's a lot of different ways that you can monetize a website, and this is just one piece of a comprehensive plan. It's a piece that I wouldn't overlook, because there's a lot of people leaving a lot of money on the table by not using AdSense."

# **PART 7: ABOUT JOEL COMM**

**QUESTION:** (from Mike)

My question is, what distinguishes Joel Comm from the others as someone who really cares enough about my welfare to not leave anything out from his "secret formula" (Like most the others have done) thus ensuring my chances for success are limited and thereby controlling their competition? Or is he just paying me lip-service like so many others as they count the Ka-chings?

**ANSWER:**

"I appreciate the honesty Mike. I'm just a guy, just like you. I got started working out of my home, and in my shorts really. I won't go beyond that for description. And, just trying to find my own way, but there was a time that I wasn't making anything online. And, I did the things that I'm telling others, that they need to do. The beauty of AdSense, and the competition is that the AdSense pie is so huge that I've got no reason to hide anything. There's more than enough to go around. I don't believe life is all about making a buck. I don't believe money is the root of all evil either, but I believe the love of it is. And, if it's the focus of reason why you do what you do, then you're probably in for some sort of fall. Money is just a tool that can be used, hopefully along with the other tools that we have, the gifts and talents that I believe are God given, to make a difference in people's lives. We have a responsibility to our families. We have a responsibility to our communities, to our country. We have a responsibility to fellow man to make the best use of our time here on this planet. I think that anybody who has met me in person, had a chance to see me at an internet marketing conference or somewhere else where I've spoken, would hopefully say that Joel is just a real guy, just doing what he does, and teaching people how to do it. I've gotten successful along the way, because what I'm sharing is so important to so many people. But, it hasn't changed who I am, and I hope the day that I become a person that's just counting kachings, is the day my wife looks me in the eye and says, "You better shape up, Bub," because that's not what I want to be."

Final Note: "Thanks Eric. I appreciate the opportunity having done it, and I hope everybody just has increasing success with AdSense, with their websites, or whatever it is that they decide to pursue."

## LEGALESE

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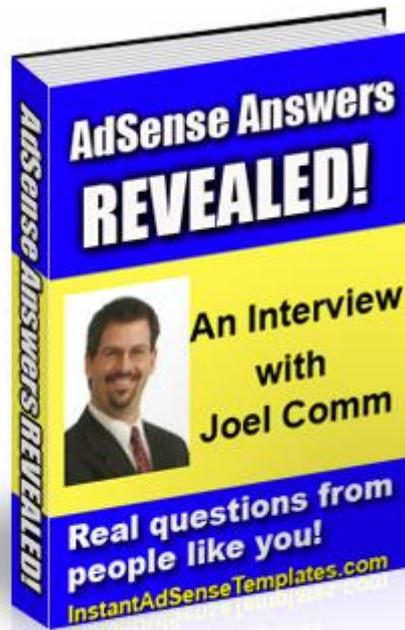
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